



recording the determination.

15. The method of claim 14, further comprising generating a subscriber profile based on at least one recorded determination.

16. The method of claim 15, wherein the subscriber profile is a subscriber product interests profile.

17. The method of claim 14, wherein said monitoring subscriber advertising includes monitoring volume control commands initiated by the subscriber.

18. The method of claim 14, wherein said monitoring subscriber advertising includes monitoring channel change signals initiated by the subscriber.

19. The method of claim 14, wherein said retrieving advertising related information includes extracting source related text from source material for the advertisement.

20. The method of claim 19, wherein the source related text includes at least one descriptive field.

21. The method of claim 19, wherein the source related text is extracted from an electronic program guide.

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CONT'D

22. The method of claim 19, wherein the source related text is extracted from at least one HTML file related to the source material.

23. The method of claim 19, wherein the source related text is extracted from the closed-captioning information.

24. The method of claim 19, wherein the source related text extracted from source material includes a product name field.

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25. The method of claim 19, wherein the source related text extracted from source material includes a product brand field.

26. The method of claim 19, further comprising generating at least one advertising characteristic based on the extracted source related text.

27. The method of claim 19, further comprising generating at least one advertising characteristic based on at least one value characterizing the source material

28. The method of claim 26, wherein the at least one advertising characteristic includes an n-dimensional characteristics matrix.

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CONT'D

29. A data processing system for monitoring advertisements watched by a subscriber, the data processing system comprising:

means for monitoring subscriber activity including means for storing subscriber selections;

means for retrieving advertisement related information including descriptive fields corresponding to an advertisement;

means for processing information including means for determining the extent to which an advertisement is viewed by the subscriber; and

means for storing the descriptive fields and the determination of the extent to which the advertisement is viewed by the subscriber.

30. The system described in claim 29, wherein the means for monitoring subscriber activity further includes means for monitoring subscriber selection volume levels.

31. The system described in claim 29, further comprising: means for determining a subscriber product interests profile; and

means for storing the subscriber product interests ~~profile~~

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32. The system described in claim 29, wherein the means for retrieving advertisement related information includes means for context mining of textual information associated with source material of the advertisement.

33. The system described in claim 32, wherein the textual information is text derived from closed-captioning data.

34. The system described in claim 32, wherein the textual information includes a product name field.

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35. The system described in claim 32, wherein the textual information includes a product brand field.

36. A client-server based data processing system for monitoring advertisements watched by a subscriber, the client-server based data processing system comprising:

means for transmitting subscriber channel change requests;

means for monitoring subscriber activity including:

means for receiving subscriber channel change requests; and

means for storing the subscriber channel change requests;

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CONT'D means for retrieving advertisement related information;
wherein the advertisement related information contains
descriptive fields corresponding to an advertisement;

means for determining the extent to which an
advertisement is viewed by the subscriber; and

means for storing the descriptive fields and the
determination of the extent to which the advertisement is
viewed by the subscriber.

37. The system described in claim 36, further comprising:
means for determining a subscriber product interests
profile; and

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means for storing the subscriber product interests
profile.

38. An interactive television system comprising:
an input device for allowing a subscriber to select source
material to view;

a monitor for displaying the selected source material; and
an advertisement monitoring device.

39. The system of claim 38, wherein the advertisement
monitoring device includes:

means for monitoring subscriber activity including
~~subscriber selections.~~